



WPTV

ORDER

Print Date 10/30/12

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Flight Dates **10/06/12-10/09/12**

Contract / Revision **314004 /**

Original Date / Revision
10/05/12 10/08/12

Advertiser **West / Republican / Congress**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Allen West for Congress

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1159 - Angela**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	16	\$10,306.25	\$12,125.00	0.00
Totals	16	\$10,306.25	\$12,125.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/09/12	16	\$10,306.25	\$12,125.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	10/09/12	10/09/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 1 - - - - -	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- 1 - - - - -			1		\$950.00		0.00				
N 3	WPTV	10/06/12	10/06/12	Sa 7-8a Sa 7-8a	CM	7-8a	- - - - - S -	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- - - - - S -			1		\$600.00		0.00				
N 4	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S -	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00



WPTV

Print Date: 10/30/12

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Contract / Revision **314004** Flight Dates **10/06/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/08/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **1159 - Angela**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$725.00		0.00			
N 5	WPTV	10/07/12	10/07/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$900.00		0.00			
N 6	WPTV	10/08/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$550.00		0.00			
N 7	WPTV	10/08/12	10/08/12	M-F 11-12n M-F 11-12n	CM	11a-12p	1-----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$350.00		0.00			
N 8	WPTV	10/08/12	10/09/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$350.00		0.00			
N 9	WPTV	10/08/12	10/09/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11-----					2	\$600.00		0.00			
N 10	WPTV	10/09/12	10/09/12	M-F 630-7p M-F 630-7p	CM	630-7p	-1-----	:30	1	\$2,150.00	P-1	0.00	NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-----					1	\$2,150.00		0.00			
N 12	WPTV	10/09/12	10/09/12	M-F 7-730p M-F 7-730p	CM	7-730p	-1-----	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-----					1	\$775.00		0.00			
N 13	WPTV	10/08/12	10/08/12	M-F 730-8p M-F 730-8p	CM	730-8p	1-----	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-----					1	\$775.00		0.00			
N 14	WPTV	10/09/12	10/09/12	M-F 7-9a M-F 7-9a	CM	7-9a	-T-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					2	\$950.00		0.00			
Totals													16	\$12,125.00	